## CONTRACT

<b>NBC</b>	WVIT 1422 New Britain Ave
CONNECTICUT	West Hartford, CT 06110
	(860) 521-3030

www.nbcconnecticut.com

And:

MESSAGE AND MEDIA 100 ALBANY STREET NEW BRUNSWICK, NJ 08901

	Contract / Rev	vision		Alt Order #	_
	335397	/			
Product					
SENATE 2012					
Contract Dates	Estimate #				
09/17/12 - 09/23/12					
Advertiser_	-		Ori	ginal Date	/ Revision
MURPHY FOR SENATE			0	9/14/12	/ 09/14/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accour	nt E	xecutive	Sales Office
	WVIT	Corey	Lan	е	Philadelphia NS
	Special Handl	ling			
	Demographic				
	RA35+	1			
					Total Ratings
					174.30
	IDB#	Advert	iser	Code	Product Code
	Agency Ref			Advertiser	Ref
	42907			28027	

Spots/

\*Line Ch Start Date End Date Description Start/End Time Length Week Rate Rtn TypeSpots Days Amount 09/23/12 5-530A CT NEWS TODAY 5A-530A :30 NM \$1,000,00 Weekdays Spots/Week Rating Start Date **End Date** Rate MTWTF--Week: 09/17/12 09/23/12 5 \$200.00 1.10 2 WVIT 09/17/12 09/23/12 530-6A CT NEWS TODAY 530A-6A :30 NM 5 \$1,250.00 Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 Week: 09/17/12 MTWTF-5 \$250.00 1.70 3 WVIT 09/17/12 09/23/12 6-7A CT NEWS TODAY 6A-7A :30 NM 5 \$2,250.00 Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 3.20 09/17/12 09/23/12 MTWTF--\$450.00 09/17/12 WVIT 09/23/12 7-9A TODAY SHOW 7A-9A :30 NM 5 \$3,750.00 CDR Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/17/12 09/23/12 MTWTF-\$750.00 3.50 W///IT 09/17/12 09/23/12 6-7A CT NEWS TODAY 6A-7A :30 NM \$200.00 CDR Start Date **End Date** Weekdays Spots/Week Rate Rating \$200.00 Week: 09/17/12 09/23/12 2.20 - - - - S-7-9A SATURDAY TODAY WVIT 09/17/12 09/23/12 7A-9A :30 NM \$350.00 Spots/Week Start Date **End Date** Weekdays Rate Rating 09/17/12 09/23/12 \$350.00 3.30 WVIT 09/17/12 9-10A CT NEWS TODAY 9A-10A NM 09/23/12 :30 \$550.00 CDR

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I I.

Contract Agreement Between: Print Date 09/14/12 Page 2 of 3



www.nbcconnecticut.com

	Contract / Revision 335397 /	Alt Order #
Contract Dates 09/17/12 - 09/23/12	Product SENATE 2012	Estimate #
Advertiser MURPHY FOR SENAT		Original Date / Revision 09/14/12 / 09/14/12

			Spots/			
*Line Ch Start Date End Date Description	Start/End T	ime Days	Length Week	Rate Rtn TypeS	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate	Rating				_
Week: 09/17/12 09/23/12S- 1	\$550.00	3.10				
N 8 WVIT 09/17/12 09/23/12 6-630AM SU CT NEWS TO	D 6A-630A		:30	NM	1	\$125.00
IP		<b>.</b>				
Start Date End Date Weekdays Spots/Week Week: 09/17/12 09/23/12S 1	Rate \$125.00	Rating 1.30				
	*	1.50				<b>#</b> 450.00
N 9 WVIT 09/17/12 09/23/12 630-7A SU CT NEWS TOD	A 630A-7A		:30	NM	1	\$150.00
IP Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 09/17/12 End Date Weekdays Spots/Week  Week: 09/17/12 09/23/12S 1	\$150.00	1.40				
N 10 WVIT 09/17/12 09/23/12 7-8A CT NEWS TODAY	7A-8A	-	:30	NM	1	\$175.00
IP	TAOA		.00	NIVI	'	ψ175.00
" Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 09/17/12 09/23/12S 1	\$17 <del>5</del> .00	2.30		İ		
N 11 WVIT 09/17/12 09/23/12 8-9A SUNDAY TODAY	8A-9A		:30	NM	1	\$350.00
IP						
Start Date	Rate	Rating		į		
Week: 09/17/12 09/23/12 S 1	\$350.00	3.10				
N 12 WVIT 09/17/12 09/23/12 9-10A CT NEWS TODAY	9A-10A		:30	NM	1	\$300.00
IP						
Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 09/17/12 09/23/12S 1	\$300.00	2.90				
N 13 WVIT 09/17/12 09/23/12 10-1030A CHRIS MATTHE	W10-1030A		:30	NM	1	\$1,000.00
IP	Data	Datina				
Week: 09/17/12 End Date Weekdays Spots/Week 09/23/12S 1	Rate \$1,000.00	Rating 2.30				
	4P-5P	2.00	:30	NM	5	£4,000,00
N 14 WVIT 09/17/12 09/23/12 4-5P ELLEN	4P-5P		.30	INIVI	Э	\$1,000.00
Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 09/17/12 09/23/12 MTWTF 5	\$200.00	1.90		i		
N 15 WVIT 09/17/12 09/23/12 5-6P CT NEWS @ 5PM	5P-6P		:30	NM	5	\$4,250.00
CDR					-	<b>+</b> 1,= 00100
Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 09/17/12 09/23/12 MTWTF 5	\$850.00	3.40				
N 16 WVIT 09/17/12 09/23/12 6-630P M-F CT NEWS @ 6	6P-630P		:30	NM	5	\$6,000.00
CDR						
Start Date End Date Weekdays Spots/Week	Rate	Rating				
Week: 09/17/12 09/23/12 MTWTF 5	\$1,200.00	4.50				
N 17 WVIT 09/17/12 09/23/12 6-7P CT NEWS SAT @ 6P	M 6P-7P		:30	NM	1	\$550.00
IP	Б.	Dation				
Week: 09/17/12 End Date Weekdays Spots/Week	Rate \$550.00	Rating 3.10				
	*	0.10	.20	NIN 4	4	<b>¢</b> EE0.00
	IVI OF-1 P		:30	NM	1	\$550.00
IP						

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Contract Agreement Between: Print Date 09/14/12 Page 3 of 3

<b>■</b> NBC	WVIT 1422 New Britain Ave
CONNECTICUT	West Hartford, CT 06110
	(860) 521-3030

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	Contract / Revision 335397 /	Alt Order #
Contract Dates 09/17/12 - 09/23/12	Product SENATE 2012	Estimate #
Advertiser MURPHY FOR SENATE		Original Date / Revision 09/14/12 / 09/14/12

							Sp	oots/				
*Line Ch Start I	Date End Dat	te Descriptio	n	Start/End T	ime l	Days	Length W	eek Ra	ate Rtn	Type	Spots	Amount
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays S	Spots/Week 1	Rate \$550.00	Rating 3.10							
N 19 WVIT 09/17/	/12 09/23/12	730-8P AC	CESS HOLLYWO	D:730P-8P			:30			NM	5	\$2,250.00
Week: Start Date 09/17/12		Weekdays MTWTF	Spots/Week 5	Rate \$450.00	Rating 2.80							
N 20 WVIT 09/17/ IP	/12 09/23/12	11-1135P L	ATE NEWS	11P-1135P			:30			NM	5	\$4,000.00
Week: Start Date 09/17/12	End Date 09/23/12	Weekdays MTWTFSS	Spots/Week 5	Rate \$800.00	Rating 4.30							
N 21 WVIT 09/17/	/12 09/23/12	NFL REG S	SSN LOCAL	815P-1130P			:30			NM	1	\$5,500.00
Week: Start Date 09/17/12	End Date 09/23/12	Weekdays S	Spots/Week 1	Rate \$5,500.00	Rating 10.00							
N 22 WVIT 09/17/	/12 09/23/12	SNL/ UP AI	LL NIGHT	8-9P			:30			NM	1	\$1,500.00
Start Date Week: 09/17/12		Weekdays T	Spots/Week 1	Rate \$1,500.00	Rating 4.20						ı	
								Totals	174.30		58	\$37,050.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/23/12	58	\$37,050.00	\$31,492.50
Totals	58	\$37,050.00	\$31,492.50

Signature:	Date:
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